



Earth Observations: Experiences from Various Communication Strategies

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With Earth observations and the Group of Earth Observations as the common thread, a variety of communication strategies have been applied showcasing the use of Earth observations in geosciences such as climate change, natural hazards, hydrology and more. Based on the experiences from these communication strategies, using communication channels ranging from popular articles in established media, video production, event-based material and social media, lessons have been learned both with respect to the need of capacity, skills, networks, and resources.

In general it is not difficult to mobilize geoscientists willing to spend some time on outreach activities. Time for preparing and training is however scarce among scientists. In addition, resources to cover the various aspects of professional science outreach is far from abundant. Among the challenges is the connection between the scientific networks and media channels. Social media competence and capacity are also issues that needs to be addressed more explicitly and efficiently.

An overview of the experiences from several types of outreach activities will be given along with some input on possible steps towards improved communication strategies.

Steady development of science communication strategies continuously integrating training of scientists in use of new outreach tools such as web technology and social innovations for more efficient use of limited resources will remain an issue for the scientific community.